

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method performed by a processor comprising:
 - adding a category from a first set of categories of content items to a second set of categories of content items in response to a content viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of content items belonging to a category of the first set of categories, wherein the period of time includes a first amount of time tuned to a first content item belonging to the category and a second amount of time belonging to the category;
 - determining a plurality of demographic profiles based on the second set of categories, wherein each demographic profile is assigned to a different user; and
 - selecting a first advertisement based on at least one of the demographic profiles.
2. (Original) The method of claim 1, further comprising:
 - displaying the first advertisement with an interactive programming guide.
3. (Previously Presented) The method of claim 1, further comprising:
 - transmitting the second set of categories to a unit at a head end of a broadcasting system providing the first set of categories of content items.
4. (Original) The method of claim 1, further comprising:
 - receiving a set of advertisements including the first advertisement.
5. (Previously Presented) The method of claim 1, further comprising:
 - removing a category from the second set of categories in response to the content viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one content item belonging to the category of the second set of categories.
6. (Previously Presented) The method of claim 1, further comprising:
 - verifying with a viewer the adding of the category from the first set to the second set.

7. (Currently Amended) One or more non-transitory computer-readable media storing computer executable instructions, that when executed , cause a machine to:

add a category from a first set of categories of content items to a second set of categories of content items in response to a content viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of content items belonging to a category of the first set of categories, wherein the period of time includes a first amount of time tuned to a first content item belonging to the category and a second amount of time belonging to the category;

determine a plurality of demographic profiles based on the second set, wherein each demographic profile is assigned to a different user; and

select a first advertisement based on at least one of the demographic profiles.

8. (Previously Presented) The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

display the advertisement with an interactive programming guide.

9. (Previously Presented) The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

transmit the second set to a unit at a head end of a broadcasting system.

10. (Previously Presented) The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

receive a set of advertisements including the first advertisement.

11. (Previously Presented) The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

remove a category from the second set of categories in response to the content viewing device not being tuned, for a period of time at least equal to a second predetermined threshold, to at least one content item belonging to the category of the second set.

12. (Previously Presented) The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:
verify with a viewer the adding of the category from the first set to the second set.

13-17. (Canceled)

18. (Previously Presented) The method of claim 1, further including adding a category from the first set to the second set in response to multiple selectings of at least one content item belonging to the category of the first set of categories, said multiple selectings at least equal to a predetermined number of selectings.

19. (Previously Presented) The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to add a category from the first set to the second set in response to multiple selectings of at least one content item belonging to the category of the first set of categories, said multiple selectings at least equal to a predetermined number of selectings.

20. (Previously Presented) The method of claim 1 further including adding a category from the first set to the second set of categories in response to a selecting of the category from the first set.

21. (Previously Presented) The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to add a category from the first set to the second set of categories in response to a selecting of the category from the first set.

22. (Previously Presented) The method of claim 1 further including:
increasing a weight value of a category based on a duration of viewing time for at least one content item in that category; and
wherein the step of determining a plurality of demographic profiles includes utilizing weight values for categories to determine said demographic profiles.

23. (Previously Presented) The one or more computer readable media of claim 7, wherein the

computer executable instructions, when executed, further cause the machine to:

- increase a weight value of a category based on a duration of viewing time for at least one content item in that category; and

- wherein the step of determining a plurality of demographic profiles includes utilizing weight values for categories to determine said demographic profiles.

24. (Previously Presented) The method of claim 1, further comprising:

- removing a category from the second set in response to a selection of the category from the second set.

25. (Previously Presented) The one or more computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to:

- remove a category from the second set of categories in response to a selection of the category from the second set.

26. (Previously Presented) The method of claim 1, wherein determining that the content viewing device has been tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of content items belonging to a category of the first set of categories includes:

- determining a first period of time the content viewing device is tuned to a first content item belonging to the category of the first set of categories; and

- determining a second period of time the content viewing device is tuned to a second content item different from the first content item, the second content item also belonging to the category of the first set of categories,

- wherein the sum of the first period of time and second period of time is at least equal to the first predetermined threshold.

27. (Previously Presented) The one or more non-transitory computer readable media of claim 7, wherein determining that the content viewing device has been tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of content items belonging to a category of the first set of categories includes:

- determining a first period of time the content viewing device is tuned to a first content

item belonging to the category of the first set of categories; and

determining a second period of time the content viewing device is tuned to a second content item different from the first content item, the second content item also belonging to the category of the first set of categories;

wherein the sum of the first period of time and second period of time is at least equal to the first predetermined threshold.

28. (Currently Amended) The method of claim 1, further comprising determining a first demographic profile by ~~using differentiation to determine at least one peak on a graph of the duration of relative viewing times for each of the categories associated with a first behavior peak~~ comparing categories in the second set of categories to one or more sets of categories, the one or more sets of categories corresponding to different demographic profiles.

29. (Currently Amended) The one or more non-transitory computer readable media of claim 7, wherein the computer executable instructions, when executed, further cause the machine to determine a first demographic profile by ~~using differentiation to determine at least one peak on a graph of the duration of relative viewing times for each of the categories associated with a first behavior peak~~ comparing categories in the second set of categories to one or more sets of categories, the one or more sets of categories corresponding to different demographic profiles.

30. (New) An apparatus comprising:

a processor; and

memory operatively coupled to the processor and storing computer readable instructions that, when executed, cause the apparatus to:

add a category from a first set of categories of content items to a second set of categories of content items in response to a content viewing device being tuned, for a period of time at least equal to a first predetermined threshold, to a plurality of content items belonging to a category of the first set of categories, wherein the period of time includes a first amount of time tuned to a first content item belonging to the category and a second amount of time belonging to the category;

determine a plurality of demographic profiles based on the second set, wherein

each demographic profile is assigned to a different user; and
select a first advertisement based on at least one of the demographic profiles.